



Request for City Council Committee Action From the Office of the City Coordinator

Date December 4, 2002

To Ways & Means/ Budget Committee *K.W. Havey*

Submitted by Kim W. Havey, Director, Minneapolis Empowerment Zone, 673-5445

Approved by John Moir, City Coordinator *John Moir*

Subject Authorization to execute contracts for programs approved through the 2002 Minneapolis Empowerment Zone (EZ) Human Services Request for Proposals (RFP).

Presenters in Committee Kim W. Havey

Recommendation

- (1) Authorize \$1.5 million
- a. \$146,000 for AccessAbility, Inc.
 - b. \$75,000 for Achieve!Minneapolis
 - c. \$135,000 for American Indian OIC
 - d. \$100,000 for Centro, Inc.
 - e. \$100,000 for Church of St. Philip
 - f. \$150,000 for Hmong American Mutual Assistance Association, Inc.
 - g. \$31,000 for Hollywood Studio of Dance
 - h. \$75,000 for MAD DADS/Center for Fathering
 - i. \$175,000 for Minneapolis Public Schools, SSD #1, Health Related Services
 - j. \$125,000 for North Community High School
 - k. \$90,000 for Pilot City Neighborhood Services
 - l. \$98,000 for Sabathani Community Center
 - m. \$125,000 for Somali Community of Minnesota, Inc.
 - n. \$75,000 for Urban Ventures Leadership Foundation payable from 0300-840-8460; and
- (2) Authorize the proper city officers to execute a contract with each of the above listed organizations, setting forth the terms and conditions of the agreement.

Financial Impact

☒ No financial impact or Action is within current budget.

- ☐ Action requires an appropriation increase to the Capital Budget
- ☐ Action requires an appropriation increase to the Operating Budget
- ☐ Action provides increased revenue for appropriation increase
- ☐ Action requires use of contingency or reserves
- ☐ Other financial impact (Explain):

☐ Request provided to the Budget Office when provided to the Committee Coordinator

Background/Supporting Information

The 2002 – 2005 Minneapolis Empowerment Zone (EZ) Strategic Plan outlines 5 goals. The primary goals are economic development and housing, with support goals of community-based services, education and safety. The method outlined in the EZ strategic plan to achieve each of these goals is to design a Request for Proposal (RFP) to make funding decisions.

On July 12, 2002 the City Council approved the issuance of the EZ Human Services RFP, which made a total of \$1.5 million in grant funds available for the EZ support goals (community-based services, education and safety). 102 applications were received in response to the RFP, with grant requests ranging from \$30,000 to \$250,000.

On December 5, 2002 the EZ Governance Board is scheduled to approve grant funds for the following organizations:

1. \$146,000 for AccessAbility, Inc.
 2. \$75,000 for Achieve!Minneapolis
 3. \$135,000 for American Indian OIC
 4. \$100,000 for Centro, Inc.
 5. \$100,000 for Church of St. Philip
 6. \$150,000 for Hmong American Mutual Assistance Association, Inc.
 7. \$31,000 for Hollywood Studio of Dance
 8. \$75,000 for MAD DADS/Center for Fathering
 9. \$175,000 for Minneapolis Public Schools, SSD #1, Health Related Services
 10. \$125,000 for North Community High School
 11. \$90,000 for Pilot City Neighborhood Services
 12. \$98,000 for Sabathani Community Center
 13. \$125,000 for Somali Community of Minnesota, Inc.
 14. \$75,000 for Urban Ventures Leadership Foundation
- Total = \$1.5 million

Governance Board approval will be made based on the recommendations of a review committee composed of city staff and Board members. Please see the attached spreadsheet for a summary of the recommendations, including the organization name, program name, amount requested, amount recommended, and brief description of how the funds will be used. A summary of the review process is also attached.

ID #	Name of Organization	Program name	Funded	Use of Funds	Persons Benefited	Requested	Zone focus	Goal Area
3	Achieve! Minneapolis AccessAbility, Inc	Empowering Youth for Career Success mentoring program	\$75,000.00	Cost of one year of funding empowering youth to success program	EZ Res. Served: 700 \$/Res. served: \$107.14 # of Jobs Created: 25	\$250,000.00	North & South Zone	Education
4	(Specializing in training for people with disabilities)	A+ Certification Computer Repair Technical Training Program	\$146,000.00 *	Staff ; training, program administration	EZ Res. Served: 100 \$/Res. served: \$1460.00 # of Jobs Created: 0	\$148,516.00	North East Zone	Education
7	MPS - SSD #001 - Health related Services	Broadway High School Teen Parent Program	\$175,000.00	2 Staff members from Hired for job link component	EZ Res. Served: 340 \$/Res. served: \$514.71 # of Jobs Created: 2	\$250,000.00	North Zone	Education
12	Hollywood Studio of Dance	Development of a new dance studio and their first paid staff	\$31,000.00 *	Staff/ program expansion	EZ Res. Served: 120 \$/Res. served: \$258.33 # of Jobs Created: 2	\$31,040.00	North Zone	CBS
15	Sabathani Community Center, Inc.	(Construction training and basic skills training for new arrivals)	\$98,000.00	Tools for work program; driver, case manager	EZ Res. Served: 400 \$/Res. served: \$245 # of Jobs Created: 2	\$241,724.00	South Zone	CBS
28	Urban Ventures Leadership Foundation	Urban Ventures Learning Lab (Computer training for 200 Latino business people and after school computer classes for youth)	\$75,000.00 *	Learning lab staff, job skill training	EZ Res. Served: 723 \$/Res. served: \$103.73 # of Jobs Created: 0	\$75,000.00	South Zone	Education
35	North Community High School	Renaissance Small Learning Community (Working with small group of Af. Am males to help them transition from 8th grade to High school and to stay in H.S.	\$125,000.00	Parent-community liaison; aides; staff development; evaluation	EZ Res. Served: 160 students \$/Res. served: \$1,093.75 # of Jobs Created: 3	\$235,750.00	North Zone	Education
39	American Indian OIC (AIOIC)	Health Occupations Program	\$135,000.00	Two years of healthcare instructors and externship coordinator	EZ Res. Served: 96 \$/Res. served: \$1,406.25 # of Jobs Created: 120			
40	Church of St. Philip	Faith based initiative working with volunteers to track repeat offenders and testify in court to their affect on the community	\$100,000.00	2 site coordinators; curriculum	EZ Res. Served: 100 \$/Res. served: \$1,500 # of Jobs Created: 50	\$182,210.00	North Zone	Safety

Street outreach to drug dealers and prostitutes. Work with the center for fathering to get absent Dad's recommitted to their Children

\$75,000.00 *

Staff for expanded outreach and additional participants

EZ Res. Served: 1060
\$/Res. served: \$70.75
of Jobs Created: 1

\$75,000.00 All EZ

Safety

Hmong American Mutual Assistance
73 Association, INC

A variety of programs that support Asian new arrivals find jobs and receive job training. Also support for culturally based after school programs Housing & Financial Counseling, After School Enrichment Program, Summer Youth Employment

\$150,000.00

Staff for youth and job training programs

EZ Res. Served: 2000
\$/Res. served: 75
of Jobs Created: 50

\$250,000.00 North Zone

CBS

Pilot City Neighborhood
78 Services

Enrichment Program, Summer Youth Employment

\$90,000.00

After school program

EZ Res. Served: 226
\$/Res. served: \$553.10
of Jobs Created: 21

\$246,658.00 North Zone

CBS

Somali Community of
86 Minnesota, Inc

Employment Support & Family/Legal Services - Social Services Department

\$125,000.00

Legal staff, social worker

EZ Res. Served: 893
\$/Res. served: \$139.98
of Jobs Created: 2

\$250,000.00 South Zone

CBS

100 Centro, Inc

Siembra - Bilingual Early Childhood Education

\$100,000.00

Program expansion for preschool

EZ Res. Served: 114
\$/Res. served: \$877.19
of Jobs Created: 1

\$100,000.00 South Zone

CBS

Total awarded

\$1,500,000.00

Total served 7,032
Ave \$/res: \$213.31
of jobs created: 279

Total of 14 projects funded of 102 that applied

* Request fully funded

Review Process – Human Services RFP

I. Review Committee

A Review Committee was established. The members are: Vusumuzi Zulu (Board Member), Michael O'Neal (Board Member), Annie Nelson (Youth Coordinating Board & Board Member), Kimberly Stoker (Minneapolis Grants Office), Ken Dahl (Minneapolis Health Department/EZ Staff Implementation Committee), Sarah Moffitt (EZ staff), and Kim Havey (EZ staff).

II. Initial Review

All applications were reviewed by Review Committee and rated based on the following criteria:

- *Direct Benefit to EZ Resident:* Applications should demonstrate what Empowerment Zone need is being met through their projects and how they are meeting the need. In addition, in the future, how will this program continue to benefit EZ residents? What is the magnitude the EZ funds in helping the organization reach more residents or expand their services?
- *Overarching Principles:* The EZ strategic plan has identified overarching principles that should be taken into consideration on all funding decisions. These principles state that funding should adhere to the following guidelines:
 - 1) EZ residents and businesses should be the beneficiaries of EZ investments
 - 2) EZ funds should be leveraged to their maximum extent
 - 3) EZ initiatives should pay special attention to the needs of people of color, people with disabilities, people with low incomes and new arrivals.
- *Supporting Economic Development and Housing Goals:* Does the organization's program directly support either or both of the Empowerment Zone's two main goal areas, economic development and housing? For example, does the program enhance skills for people? Are we helping new arrivals become self-sufficient? Are residents learning about home ownership? Please see the attached exerts from the strategic plan.
- *Community Support:* To what extent are the residents/business people involved in the planning, development or leadership of the initiative? Letters of support can be used to demonstrate community support for the program.
- *Capacity & Coordination:* Applicants must demonstrate that they have the staff capacity to implement the project. If applicable, for services the organization doesn't provide, is there a partnership with other agencies that may provide complimentary services and are clients referred to these services. How is the organization supporting other needs connected with the broad range of people?
- *Outreach:* To what extent and how does the organization reach the EZ community. What is the organization's outreach component and how are they going above and beyond what they are currently doing to bring the program to the people of the Empowerment Zone?
- *Sustainability:* Does the organization have the financial ability and personnel to sustain the program after the two years of EZ funds have expired. Does the organization have a plan to continue to provide services after the two years of EZ funding has expired?
- *Financial Feasibility and Leverage:* Applicant must demonstrate that they have the financial capacity to implement the project. A sources and uses statement identifying committed funds, the last three years of the organization's year-end financial statements and identification of the project manager(s) and their experience must be included. In addition, it is preferred that the project maximizes the amount of leverage. Preference will be given to projects that have a significant private leverage.

- *Completion Timeliness:* All applicants must include a timeline for completion or maintaining into the future of the project. The sooner a project can be implemented the more preference the application will be given. The realistic reasonableness of the timeline will also be considered.
- *Application Format:* Did the applicant follow the format presented in the RFP?

III. Further Review

From the initial review, the top applications recommended by each reviewer were reviewed. A selection of 30 from the initial review were divided among the reviewers and again, rated on the criteria listed above. EZ staff committee members reviewed all applications.

IV. Site Visits

From the 30 selections, 21 were chosen for site visits. The site visits consisted of a 1-2 hour visit by Kim Havey, Sarah Moffitt and members of the Review Committee. At the site visit applicants were asked to further discuss the application and to provide a tour of the site. Listed below were the questions asked at each site visit.

1. *What is the goal your agency aims to accomplishing?*
2. *How do you measure whether or not you are reaching this goal?*
3. *In regards to the outcomes stated in your application - how do you propose to achieve them?*
4. *How will you evaluate your outcomes?*
5. *How are the services being delivered?*
6. *If your organization is located outside the Empowerment Zone, how do you propose to recruit and maintain the 51% EZ residents served requirement?*

The intent of the site visit was to get more insight into the program and to ask direct questions about the budget and outcomes – *'how did they come up with them and how do they propose to achieve the?'*

V. Maintaining Balance

Cultural and geographic balance were taken into consideration. The goal was to make sure that the awarded applications were addressing a diverse group of EZ residents. In addition, focus was paid to the EZ overarching principles and emphasis was placed on the education and community-based services goals.

In the final review and assessment phase, the review committee has the opportunity to look closely at the budget and in some cases recommending a lesser amount of EZ funds for the budget. For example, with the St. Phillips program, funding for three sites was recommended instead of five; Pilot City requested funding for three of their programs, but a recommendation was made to only fund one of them. The entire request was not recommended for the majority of recommended awardees.

VI. Empowerment Zone Executive Committee Review

A slate of projects was recommended to the EZ Executive Committee in November. The Executive Committee asked for the review committee to reaffirm the recommendations based on overarching principles, diversity and balance among goals and geography. With that in mind the review committee met again to reexamine proposals and make minor adjustments to the recommendations.

VII. Empowerment Zone Governance Board Review

The recommendations will be presented to the Governance Board for your review and approval. With Governance Board support the recommendations will be forwarded to the Ways & Means Committee and City Council for approval on December 13th.